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April 4, 1996

TO: M. J. McHugh, J. F. Klein, C. A. DiBenedetto, L. Waechter, J. Rago, K. Brandt, J. M. Leonard, M. Moss, J. Kavanagh
All Retail Reps. in Divisions 1221, 1226, 1326, 1330, ~~1332~~, 1334, 1622 and 1738 with **ACME MARKET - CID NO. 0320-00-00** Responsibility ROUs 1210, 1310, 1610 and 1710 - Please distribute to Retail Reps.

SUBJECT: ***ACME Markets - Merchandising Update***

Ladies and Gentlemen:

As you are aware, we are in the process of removing all self-service merchandising from Acme Markets. Attached please find a status update.

Retail Reps. should ensure that all Acmes which approved our counter display have displays placed in April. Displays in Philadelphia Region were ordered to Reps.' homes, sheds or directly to store. Any questions on orders in the Philadelphia Region should be directed to Saja Stark (VM Ext. 79116).

Locations with counter displays will have contracts entered into SIS as follows:

Type: CT OUTLET	Plan: NSL2A	Mthly Pymt. $179
Type: CT OUTLT EH	Plan: MC	Mthly Pymt. $ 71.

Authorized RJR presence should be:
- Top two shelves on carton rack
- Top shelves on pack rack.
- RJR Signage
- RJR Counter Display

Counter displays should be utilized for full price brands and promotions.

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Source: https://www.industrydocuments.ucsf.edu/docs/gypm0000

As industry pack fixtures are taken off the floor, I will be updating the non-self-service column, indicating there are no self-service industry fixtures. As Reps. service Acmes, they should review the spread sheet and voice mail me (Ext. 71394) with any discrepancies.

Reps. should ensure RJR signage for all carton and pack pricing. All segments should be priced, including Legend. As information, commodity numbers for Legend POS are as follows:

	Large LEGEND Stickers:	Commodity No. 411952
	Small LEGEND Stickers:	Commodity No. 411963
	Security Door Pricers:	Commodity No. 219705

Retail Reps. are responsible for ensuring all Legend Carton Floor Bases are removed and Legend is merchandised non-self-Service. All lobby and end cap carton fixtures should have Solid Security Doors with locks.

Thank you for your ongoing assistance with this Chain.

Sincerely,

Steve

Stefan Majer

SM:ds
Attachment

cc: M. Young w/att.
J. Loftin w/att.
R. Farmer w/att.
P. Schmidt w/att.

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DATAGRAB

						COUNTER DISPLAY STATUS			MERCHANDISING STATUS		
RR TERR	STORE NO	ACCT	ADDR1	CITY	ST	CONTACTED	ACCEPTED	REFUSED	RESOLVED	PENDING	non-self serve
0	6800	412037	TALBOT ST	SAINT MICHAELS	MD						
0	6739	789835	SHOAL CREEK ML	CAMBRIDGE	MD						
0	1111	697896	100 TRENTON RD	BROWNS MILLS	NJ	x	x		x		set
122624	7070	274265	2 GARFIELD AVE	JERSEY CITY	NJ	x	x		x		set
122624	7041	402845	1319 MAGIE AVE	UNION	NJ	x	x		x		set
122625	7206	402712	ROUTE 22 ECHO PLACE	SPRINGFIELD	NJ	x	x		x		set
122625	7211	399468	980 RT. 46 WEST	CLIFTON	NJ	x	x		x	NO C. SERVE	SET
122626	7038	399444	WANAQUE AVE	POMPTON LAKES	NJ	x	x		x		set
122626	7210	402684	49 CLAREMONT AVE	MONTCLAIR	NJ	x	x		x		set
122627	7055	273006	410 BROAD AVE	LEONIA	NJ	x	x		x		set
122627	7153	399408	188 CEDAR LN	TEANECK	NJ	x	x		x	NO C. SERVE	SET
122627	7243	770894	4 MEMORIAL DR	LODI	NJ	x	x		x		set
122627	7205	272972	580 PATERSON AVE	EAST RUTHERFORD	NJ	x	x		x		set
122627	7168	272975	PLAZA CTR	SECAUCUS	NJ	x	x			x	
132620	6845	410550	MT HERMON CIVIC	SALISBURY	MD	x	x		x		
132621	6723	774642	2501 BELAIR ROAD	FALLSTON	MD	x	x		x		
132622	1125	281417	18 S DELSEA DR	CLAYTON	NJ			x		remodel	
132622	1135	561567	2087 SHORE ROAD	SOUTH SEAVILLE	NJ	x	x		x		
132622	1152	246871	4454 BLACK HORSE PIK	MAYS LANDING	NJ	x	x		x		
132622	1160	280828	11 S DENNIS RD	CAPE MAY COURT HOUSE	NJ	x	x		x		new6/96
132622	1140	280876	1239 N HIGH ST	MILLVILLE	NJ	x	x			0pm	
132622	1155	280840	3845 BAYSHORE RD	NORTH CAPE MAY	NJ	x	x		x		
132622	1145	280838	620 LAFAYETTE ST	CAPE MAY	NJ	x	x			remodel	SET
132622	1065	280835	5300 PARK BLVD	WILDWOOD	NJ	x	x		x		
132622	1130	280826	6216 LANDIS AVE	SEA ISLE CITY	NJ	x	x		x		
132623	6218	279158	401 MID SUSSEX SHOPP	MILLSBORO	DE	x		x	x		
132624	1122	281405	241 N. BROADWAY	PENNSVILLE	NJ	x	x		x		
132624	1579	779752	WOODLYN S/C	WOODLYN	PA	x	x		x		
132624	0	692294	29 CORNWELL DR	BRIDGETON	NJ	closed					
132624	1139	280883	1 CORNWELL DR	BRIDGETON	NJ	x	x		x		set
132624	1118	281408	ROUTE 40	WOODSTOWN	NJ	x		x	x		
132624	1032	281413	COLLEGETOWN SHOPPING	GLASSBORO	NJ	x	x		x		
132625	1226	779993	4520 LIMESTONE ROAD	WILMINGTON	DE	x	x		x		
132625	1228	383469	LANTANA DRIVE	HOCKESSIN	DE	x	x		x		

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DATAGRAB

132625	1205	278745	1401 N DUPONT ST	WILMINGTON	DE	x	x		x		
132625	1272	278765	1308 CENTERVILLE RD	WILMINGTON	DE	x	x		x		set
						COUNTER DISPLAY STATUS			MERCHANDISING STATUS		
RR TERR	STORE NO	ACCT	ADDR1	CITY	ST	CONTACTED	ACCEPTED	REFUSED	RESOLVED	PENDING	non self-serve
132626	6860	412074	KENT ISL S/C	STEVENSVILLE	MD						
132626	6740	412007	TRED AVON SQ SC	EASTON	MD	x	x		x		
132626	6727	412075	WATER ST	CENTREVILLE	MD	x	wants packs on floor				
132627	6213	301503	DOVER DOWNS S/C	DOVER	DE	x	x		x		set
132627	6203	279142	696 N DUPONT BLVD	MILFORD	DE	x	x		x		
132627	6849	412088	KENT PLAZA S/C	CHESTERTOWN	MD	x		x	x		set
132627	6214	278803	GREEN STREET	MIDDLETOWN	DE	x	x		x		
132627	6212	278804	115 E GLENWOOD AVE	SMYRNA	DE	x	x		x		
132627	1217	318864	146 FOX HUNT DR	BEAR	DE	x	x		x		
132628	1803	21686	PENNELL ROAD	ASTON	PA	x	x		x		set
132628	1270	278713	583 NAAMANS RD	CLAYMONT	DE	X	x		x		
132628	1213	278936	2030 NAAMANS RD	WILMINGTON	DE	x	x		x		set
132628	1274	278924	CONCORD & MURPHY	WILMINGTON	DE	x	x		x		set
132628	1700	277220	32 E BALTIMORE PIKE	MEDIA	PA	x	x		x		
132628	1776	277221	GRANITE RUN MALL	MEDIA	PA	x	x		x		set
132628	1786	277237	NEWTOWN SQUARE S/C	NEWTOWN SQUARE	PA	x	x		x		
132628	1799	592539	ROUTE 320	BROOMALL	PA	x	x		x		set
132629	6711	774452	1000 PULASKI HWY	HAVRE DE GRACE	MD	x	x		x		
132629	1271	278794	1 UNIVERSITY PLZ	NEWARK	DE	x	x		x		
132629	1206	278783	950 ELKTON RD	NEWARK	DE	x	x		x		SET
132629	1765	278591	10 BALTIMORE PIKE	OXFORD	PA	x	x		x		set
132629	6733	411852	RT 40 & RT 272	NORTH EAST	MD	x	x		x		set
132629	6762	411883	101 BIG ELK MALL	ELKTON	MD	x	x		x		set
132629	6825	411900	MAIN ST	RISING SUN	MD	x	x		x		set
133020	7164	400472	NELSON ST	NEWTON	NJ	x	x		x		
133020	7200	400460	RT 181	SPARTA	NJ	x	x		x		
133020	7244	770899	TOWNSQUARE MALL	ROCKAWAY	NJ	x	x		x		
133020	7241	402760	ROUTE 10	SUCCASUNNA	NJ	x	x		x		
133021	7235	280394	825 BELMAR PLZ	BELMAR	NJ	x		x	x		
133021	7236	280407	TAYLOR & MAIN	MANASQUAN	NJ	x	x		x		
133021	7230	280409	1501 RICHMOND AVE	POINT PLEASANT	NJ	x	x		x		
133022	7159	402498	ROUTE 57	WASHINGTON	NJ	x	x		x	0pm	

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133023	7140	232891	245 NORWOOD	OAKHURST	NJ	x	x		x		
133023	7240	279991	1080 BROAD ST	SHREWSBURY	NJ	x	x		x		
133023	7049	279989	576 RIVER RD	FAIR HAVEN	NJ	x	x		x		
133023	7221	279998	NEWMAN SPRINGS ROAD	LINCROFT	NJ	x		x	x		
						COUNTER DISPLAY STATUS			MERCHANDISING STATUS		
RR TERR	STORE NO	ACCT	ADDR1	CITY	ST	CONTACTED	ACCEPTED	REFUSED	RESOLVED	PENDING	non self-serve
133024	7078	402916	PORT READING AVENUE	PORT READING	NJ	x		x	x		
133025	7231	402743	1252 SPRINGFIELD AVE	NEW PROVIDENCE	NJ	mgr refused	flip door	security	no nss opp		
133025	7124	402766	SPEEDWELL AVENUE	MORRIS PLAINS	NJ	x	x		x		
133026	1148	279518	PRINCETON/HIGHTSTOWN	PRINCETON JCT	NJ	x	x		x		
133026	1169	402549	S. UNION STREET	LAMBERTVILLE	NJ	x	x		x		set
133026	1178	606339	ROUTE 1	TRENTON	NJ	x	x		completed		set
133027	7035	402818	U.S. HWY. NO.22 EAST	N PLAINFIELD	NJ	x		x	x		
133027	7134	771605	1620 PARK AVE	SOUTH PLAINFIEL	NJ	x		x	x		
133028	7037	402777	ROUTE 28	MIDDLESEX	NJ	x		x	x		
133028	1166	402523	ROUTE 202 31	FLEMINGTON	NJ	x	x		completed		set
133029	7239	279953	300 GORDONS CORNER R	MANALAPAN	NJ	x	x		x		
133220	1150	281911	4675 RIVER ROAD	PENNSAUKEN	NJ	x	x		x		set
133220	1605	403143	3497 I ST	PHILADELPHIA	PA	X		X	X		set
133220	1045	281863	WALNUT & ELLIS	HADDONFIELD	NJ	x	x		x		set
133220	1609	403151	3399 ARAMINGO AVE	PHILADELPHIA	PA	X		X	X		set
133220	1010	281884	37 W MAIN ST	MAPLE SHADE	NJ	x	x		x		
133220	1063	780821	KINGS HIGHWAY & S LE	MAPLE SHADE	NJ	x				x	
133221	1860	285513	TILGHMAN & HAUFMAN	ALLENTOWN	PA	x	x		x	remodel	
133221	1804	183595	502 N 16TH ST	ALLENTOWN	PA	x	x		x		
133221	1816	183614	600 LEHIGH VALLEY MA	WHITEHALL	PA	x				remodel	
133221	1851	183636	1720 S 4TH ST	ALLENTOWN	PA	x	x		x		
133222	1512	276906	200 N SYCAMORE ST	NEWTOWN	PA	X	X		X		
133222	1777	276933	5800 NEW FALLS ROAD	LEVITTOWN	PA	x			x		set
133222	1742	276964	100 LINCOLN AVE	LANGHORNE	PA		CLOSING IN MARCH				
133222	1654	692304	550 W TRENTON AVE	MORRISVILLE	PA	x	x		x		set
133223	1607	778437	8200 ROOSEVELT BLVD	PHILADELPHIA	PA	x	x		x		set
133223	1504	616263	8801 TORRESDALE AVE	PHILADELPHIA	PA	x		x	x		set
133223	1704	778449	6601 ROOSEVELT BLVD	PHILADELPHIA	PA	x		x	x		set
133223	1718	778462	900 ORTHODOX ST	PHILADELPHIA	PA	x		x	x		set
133223	1642	402945	3292 RED LION RD	PHILADELPHIA	PA	X	X		X		set

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133224	1647	778386	501 ADAMS AVE	PHILADELPHIA	PA	x		x	x		set
133224	1741	503380	604 COTTMAN AVE	CHELTENHAM	PA	x	x		x		set
133224	1787	403019	6648 OXFORD AVE	PHILADELPHIA	PA	x	x		x		set
133224	1560	403112	7010 GERMANTOWN AVE	PHILADELPHIA	PA	x		x	x		set
133225	1736	606322	400 2ND STREET PIKE	SOUTHAMPTON	PA	x	x		remodel in april		
133225	1779	276966	100 WOODHAVEN MALL	BENSALEM	PA	x	x		x		set
						COUNTER DISPLAY STATUS			MERCHANDISING STATUS		
RR TERR	STORE NO	ACCT	ADDR1	CITY	ST	CONTACTED	ACCEPTED	REFUSED	RESOLVED	PENDING	non self-service
133225	1720	276954	2321 PASQUALONE BLVD	CORNWELLS HTS	PA	x	x		x		
133225	1643	276918	725 BUSTLETON PIKE	FEASTERVILLE TR	PA	x		x	x		
133225	1775	402957	9910 ROOSEVELT BLVD	PHILADELPHIA	PA	x	x		x		set
133226	1824	277092	ROUTE 309	QUAKERTOWN	PA	x	x		x		
133226	1842	183686	2633 EASTON AVE	BETHLEHEM	PA	x				x	
133227	1662	403077	5947 RIDGE AVE	PHILADELPHIA	PA	x		x	x		set
133227	1613	277151	829 MONTGOMERY AVE	NARBERTH	PA	x			x	moving register?	
133227	1733	277144	60 PENN AVE	BRYN MAWR	PA	x	x			x	
133227	1724	277049	2700 DEKALB PIKE	NORRISTOWN	PA	x	x		x		set
133227	1766	277135	1222 E LANCASTER AVE	BRYN MAWR	PA	x	x		x		
133227	1532	403065	8600 RIDGE AVE	PHILADELPHIA	PA	x		x	x		set
133227	1559	277123	626 FAYETTE ST	CONSHOHOCKEN	PA	x	x		x		set
133227	1753	779894	700 LANCASTER AVE	DEVON	PA	x		x	x		
133227	1732	277137	317 E LANCASTER AVE	WAYNE	PA	x	x		x		
133227	1756	277130	320 W DEKALB PIKE	KNG OF PRUSSA	PA	x	x		x		set
133227	1624	276983	1640 BETHLEHEM PIKE	FLOURTOWN	PA	x	x		x		
133228	1785	277020	1575 THE FAIRWAY	RYDAL	PA	x	x		x		
133228	1774	276998	BLAIR MILL& MORELAND	HORSHAM	PA	x	x		x		set
133228	1622	276986	1825 LIMEKILN PIKE	DRESHER	PA	x	x		x		
133228	1784	277095	EASTON RD & OLD DUBL	DOYLESTOWN	PA	x	x		x	something to move	
133228	1522	277004	1745 S EASTON RD	DOYLESTOWN	PA	x	x		x		
133229	1821	277065	STARR & NUTT ROADS	PHOENIXVILLE	PA	x	x		x	sched-4/8/96	
133229	1655	277074	ROUTES 29 & 422	COLLEGEVILLE	PA	x	x		x		
133230	1508	276979	1200 WELSH RD	NORTH WALES	PA	x	x		x		
133230	1710	779095	272 E BUTLER AVE	AMBLER	PA	x	x		x		
133230	1800	277328	HILLTOWN PLAZA	SOUDERTON	PA	x	no room hqters has approved sec glas			no room sec glass?	
133421	1131	660512	1 SOMERS POINT S/C	SOMERS POINT	NJ	x	x		x		
133421	1105	280850	111 NEW YORK AVE	EGG HARBOR CITY	NJ	x	x		x		

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DATAGRAB

133421	1159	280452	203 ROUTE 9	TUCKERTON	NJ	x	x		wants ss has pm ss now. will advise.		
133421	1146	280824	3428 SIMPSON AVE	OCEAN CITY	NJ	x	x		x		set
133422	1112	280445	9600 LONG BEACH BLVD	BEACH HAVEN	NJ	x	x		x		
133423	1645	277176	63 N UNION AVE	LANSDOWNE	PA	x		x	x		set
133423	1507	277203	KERDON & MACDADE	HOLMES	PA	x		x	x		
133423	1721	277181	1130 CHESTER PIKE	SHARON HILL	PA	x		x	x	opm ordered	set
133423	1772	277178	125 CHESTER AVE	YEADON	PA						
133423	1770	277206	100 MACDADE BLVD	HOLMESDEN	PA						
						COUNTER DISPLAY STATUS			MERCHANDISING STATUS		
RR TERR	STORE NO	ACCT	ADDR1	CITY	ST	CONTACTED	ACCEPTED	REFUSED	RESOLVED	PENDING	non self service
133423	0	691991	5300 BALTIMORE PIKE	CLIFTON HEIGHTS	PA	x		x	x		set
133423	1789	277159	STATE RD & LANSDOWNE	UPPER DARBY	PA	x		x	remodel?		set
133424	1056	279942	RT 33 & PAXSON ROAD	MERCERVILLE	NJ	x	x		x		
133424	1158	279475	WHITEHORST & KUSER	TRENTON	NJ	x	x		x		
133424	0	692297	ROUTE 541	MOUNT HOLLY	NJ	x	x		x		set
133424	1083	663700	RT 130 S	BORDENTOWN	NJ	x	x		x		
133424	1147	279941	1 SUNNYBRAE BLVD	YARDVILLE	NJ	x	x		x		
133424	1108	780117	WRIGHTSTOWN SYKESVIL	WRIGHTSTOWN	NJ	closed					
133424	1114	780116	PEMBERTON ROAD	BROWNS MILLS	NJ	x		x	x		
133424	1172	279451	BURLINGTON MT. HOLLY	MOUNT HOLLY	NJ	closed- replace with #1182					
133424	1126	279443	N ROUTE 130	WILLINGBORO	NJ	x	x		x		
133424	1113	279455	364 N. ROUTE 130	BURLINGTON	NJ	x	x		x		
133425	1161	281898	ROUTE #130 &	CINNAMINSON	NJ	x		x	x		
133425	1066	281872	RT. 70 & JENNINGS	MEDFORD	NJ	x			x		SET
133425	1058	281877	119 CHESTER AVE	MOORESTOWN	NJ	x	x		x	opm	
133425	1162	854684	EAGLE PLAZA	VOORHEES	NJ	x		x	x		
133425	1174	281859	400 W CUTHBERT BLVD	WESTMONT	NJ	x	x		x		set
133425	1031	606388	RT. 168 & NICHOLSON	AUDUBON	NJ	x	x		x		
133426	1542	403204	THIRD & OREGON	PHILADELPHIA	PA	x		x	x		set
133426	1526	778448	1400 E PASSYUNK AVE	PHILADELPHIA	PA	x		x	x		set
133426	1106	281934	455 S BROADWAY	GLOUCESTER CITY	NJ	x	x		x		
133427	0	692301	415 EGG HARBOR RD	SEWELL	NJ	x		x	x		set
133427	1123	281385	222 BRIDGETON PIKE	MANTUA	NJ	x		x		x	
133427	1170	281389	631 MANTUA AVE	WOODBURY	NJ	x	x		x		
133427	1144	281843	400 KING HIGHWAY	HADDON HEIGHTS	NJ	x		x		x	
133428	1154	333385	RTS. 42 & 555	TURNERSVILLE	NJ	x		x	x		

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133428	1167	281354	1468 BLACKWOOD CLEME	CLEMENTON	NJ	x		x	x		set
133428	1102	281347	46 FLORENCE RD	BERLIN	NJ	x	x		x		set
133428	1001	280855	94 WHITE HORSE PIKE	HAMMONTON	NJ	x	x		x		set
133429	1520	778273	2948 ISLAND RD.	PHILADELPHIA	PA	x		x	x		set
133429	1790	778385	23RD & PASSYUNK	PHILADELPHIA	PA	x		x	x		set
133429	1633	403858	7720 CITY AVE	PHILADELPHIA	PA	x		x	x		set
133430	1712	779785	25 E CITY AVE	BALA CYNWYD	PA	x		x	x		set
162221	1811	183702	66 BLUE VALLEY DR	BANGOR	PA	x	x		x		
162221	1827	183714	DELAWARE AVE	PALMERTON	PA	x	x		x		
173822	1767	585815	RT 30 & BONDSVILLE	DOWNINGTOWN	PA	x	x		x		
						COUNTER DISPLAY STATUS			MERCHANDISING STATUS		
RR TERR	STORE NO	ACCT	ADDR1	CITY	ST	CONTACTED	ACCEPTED	REFUSED	RESOLVED	PENDING	non self-service
173822	1660	278646	345 W 1ST AVE	PARKESBURG	PA	x	x		x		
173822	1870	277142	182 LANCASTER AVENUE	PAOLI	PA	pending remodel					
173822	1644	277141	550 LANCASTER AVE	BERWYN	PA	x				wants ss packs	
173822	1760	281024	926 E STREET RD	WESTTOWN	PA	x		x		want ss packs	
173822	1676	277256	1 NEW GARDEN S/C	KENNET SQ	PA	x	x		x		
173822	1782	277242	903 PAOLI PIKE	WEST CHESTER	PA	x			x		
173822	1844	278691	220 E SWEDESFORD RD	EXTON	PA	x	x		x	wants ss packs	
173823	1759	776742	811 E 4TH ST	BOYERTOWN	PA	x	x		x		store set
173823	1839	183026	1109 WOODLAND RD	WYOMISSING	PA	x	x		x	SCHEDULED4/	store set
173827	1854	182994	600 GREENWICH ST	READING	PA	X		X	x		
173827	1829	182976	3215 5TH ST HWY N	LAURELDALE	PA	X	X		X		
173827	1852	183072	45 CONSTITUTION BLVD	KUTZTOWN	PA	x	x		X		STORE SE

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Source: https://www.industrydocuments.ucsf.edu/docs/gypm0000